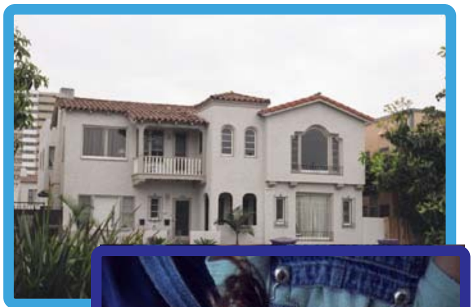
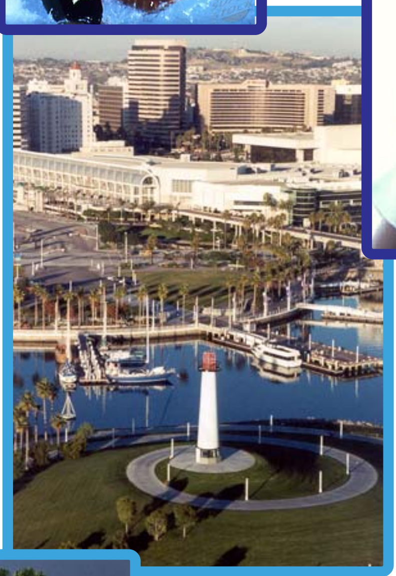
longbeach snapshot

The City of Long Beach is creating a new Long Beach Plan and we invite you to participate. The new Plan will guide and control changes to the urban fabric of Long Beach for the next 20 years.

This collection of city images and information is a “community snapshot.” Please use this **snapshot** as a starting point for your active participation in the Long Beach Plan process. We hope that it will inspire you and other residents to improve our land use policies.

The **snapshot** provides a basic understanding of how the city looks now. It does not cover everything and it is not a policy document. A companion **toolkit** describes potential policy responses to some of the issues raised here. We hope that the **snapshot** helps you think about your community, quality of life, and your vision for the future of Long Beach.





Who is Long Beach?

We are Diverse

We are the fifth largest California city. With 475,460 residents in 2003, our population has increased by 11 percent since 1990.

We are also one of the most ethnically diverse communities in California. Long Beach is 36 percent Hispanic, 33 percent White, 14 percent Black and 12 percent Asian.

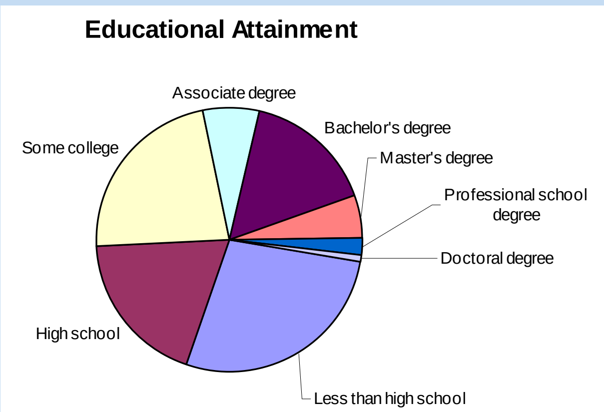
Income & Poverty

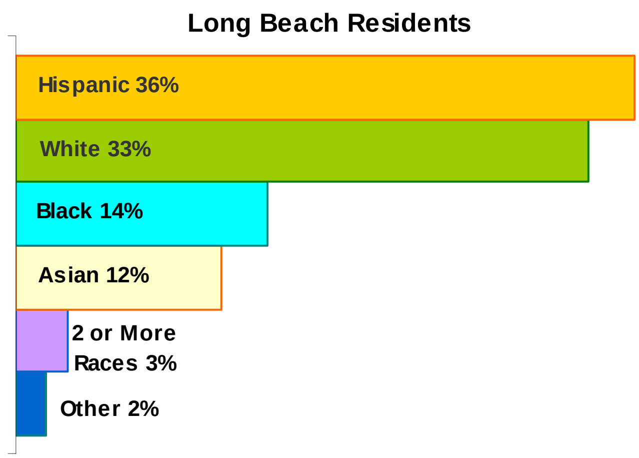
In the past ten years our average buying power has not increased. Median annual income has remained virtually constant at $54,700 per household (in 2000 constant dollars).

Similar to national trends, Long Beach's middle class is shrinking. The percentage of well-off households (earning more than $100,000 per year) has doubled since 1990. Likewise the number of poor people in Long Beach has increased by 48 percent. Today, fully one fifth of Long Beach residents live in poverty and half of the poor are children.
How can we improve opportunities for our less advantaged residents and rebuild our middle-class?

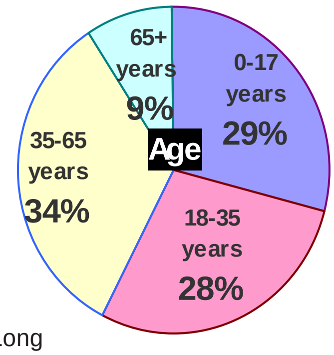
Education

Similar to the County of Los Angeles, 27 percent of Long Beach adults do not have a high school diploma, while 24 percent have a four-year college degree or higher.





Age and Aging



Similar to national trends, Long Beach's aging baby boom population will soon retire while our youth population continues to grow.

- Over the next ten years 47,000 Long Beach residents will retire: by 2024, over 110,000 or 25 percent of our population will retire. Will we create enough housing for our elderly ?
- Today 108,000 school-age children live in Long Beach. Fully 29 percent of our population is under 17 years of age. Are we doing enough to teach and nurture our kids?

Source: US Census, 2000

Where we live depends on who we are and what we earn...

We are a city of more than 50 distinctive neighborhoods. The North and Westside have experienced greater population growth and are home to a more diverse population with lower incomes and educational attainment. The Eastside has experienced little population growth and is home to residents with higher incomes and higher educational attainment.

North Area

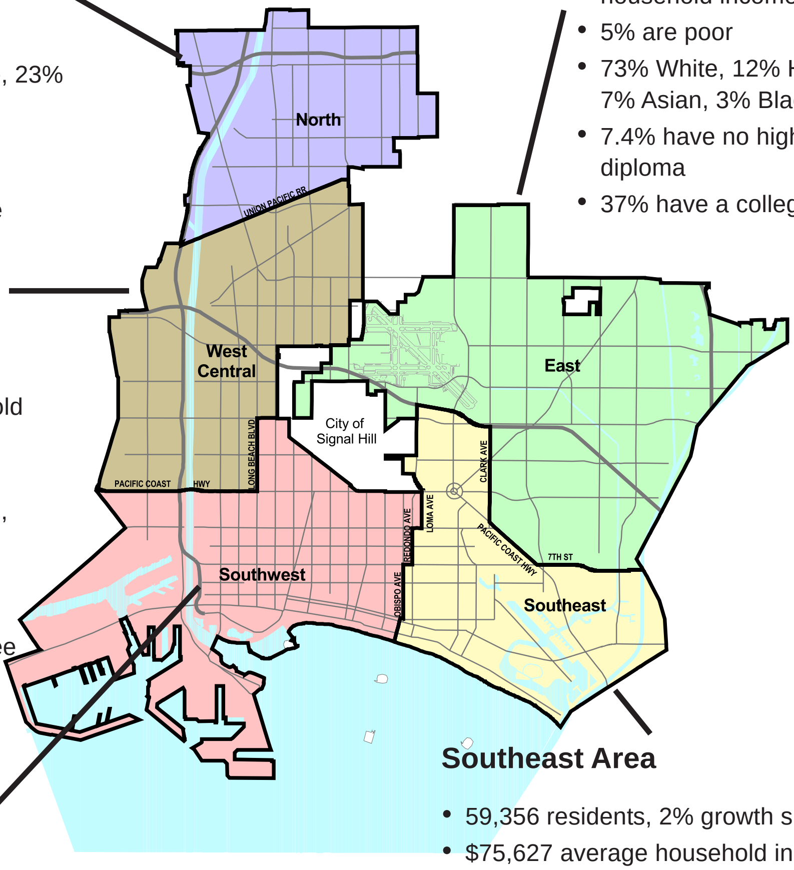
- 89,709 residents
  22% growth since 1990
- $43,419 average household income
- 24% are poor
- 46% Hispanic, 33% White, 23% Black, 10% Asian
- 39% have no high school diploma
- 9% have a college degree

East Area

- 66,475 residents
  1% growth since 1990
- $78,272 average household income
- 5% are poor
- 73% White, 12% Hispanic, 7% Asian, 3% Black
- 7.4% have no high school diploma
- 37% have a college degree

West Area

- 87,383 residents
  6% growth since 1990
- $58,551 average household income
- 19% are poor
- 36% Hispanic, 33% White, 18% Asian, 18% Black
- 27% have no high school diploma
- 21% have a college degree



Southwest Area

- 158,599 residents, 5% growth since 1990
- $37,408 average household income
- 36% are poor
- 49% Hispanic, 18% White,
  15% Black, 13% Asian
- 42% have no high school diploma
- 15% have a college degree

Southeast Area

- 59,356 residents, 2% growth since 1990
- $75,627 average household income
- 9% are poor
- 70% White, 13% Hispanic, 7% Asian,
  6% Black
- 6% have no high school diploma
- 47% have a college degree

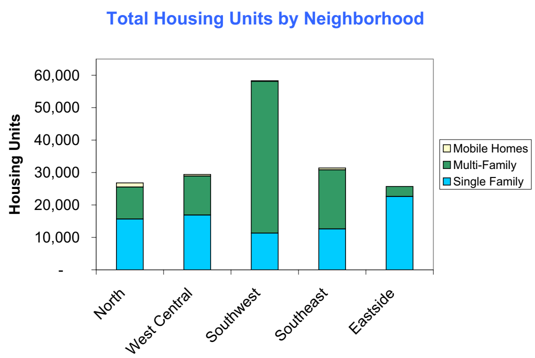
Source: US Census, 2000

What about housing?

Our housing

Housing density means different things to different people. In 2000, Long Beach was the 52nd most dense city in the United States with over 9,149 people per square mile. Cities with higher densities than Long Beach include: San Francisco, Huntington Park, Santa Monica, Santa Ana, Bellflower, and Redondo Beach to name a few.

Long Beach has 172,000 housing units. Single family homes make up 46 percent while apartments and townhomes comprise 52 percent of all units.



From a land use perspective single family homes use 75 percent of all residential land, while higher density multi-family units comprise 10 percent, and town homes and duplexes make up 14 percent.

Between 1990 and 2002, 4,711 total new housing units were added to Long Beach, an increase of 2.7 percent, far below the 10.7 percent increase in total population.

What are the consequences of not building enough housing to keep pace with population growth?

Many homes are overcrowded

Overcrowding within the home is one consequence of low housing production and moderate population growth. Fully 22.5 percent of all units in Long Beach were overcrowded in 2000, which represented a 40 percent increase in the number of overcrowded units from 1990. Long Beach housing is significantly more overcrowded than housing in L.A. County. Overcrowding means that adults and children are doubling and sometimes tripling up in each room.

Housing costs are up

Like all California cities, Long Beach has experienced a rapid increase in housing costs.

- The median price for a single family home in Long Beach jumped to $462,000 in June 2004, an increase of 37 percent from June 2003. By comparison, the median price paid for a Southern California home was up 26 percent to $406,000 during the same period.
- The median price for a condominium in Long Beach was $295,000 in June 2004, an increase of 21 percent over 2003 prices.

Only 12% of Long Beach households can afford a home at today's prices. Only 31% can afford a condo.

How can we ensure that our kids will be able to buy a home here?

Rents are up

- Area median rents increased by a dramatic 116 percent from $532 in 1999 to $1,150 in July 2002.
- At today's rents, 47 percent of households cannot afford their rental units – i.e., they spend more than 35 percent of their household income on rent. One quarter of households spend more than half their income on rent.

What are the impacts of high and rapidly increasing rental rates on our families and communities?

Open space

Open space is important to our quality of life and the health of our families. Overall Long Beach has one acre of open space for every 182 residents, which is good for a built-out city. However the open space is unevenly distributed. Northern neighborhoods average 1,106 people per open space acre, while Eastern neighborhoods average 58 people per acre of open space.

Sources: US Census, 2000; HUD Rental Study, 2002; DataQuick Real Estate News, 2004; MJC, 2004

Housing patterns by neighborhood

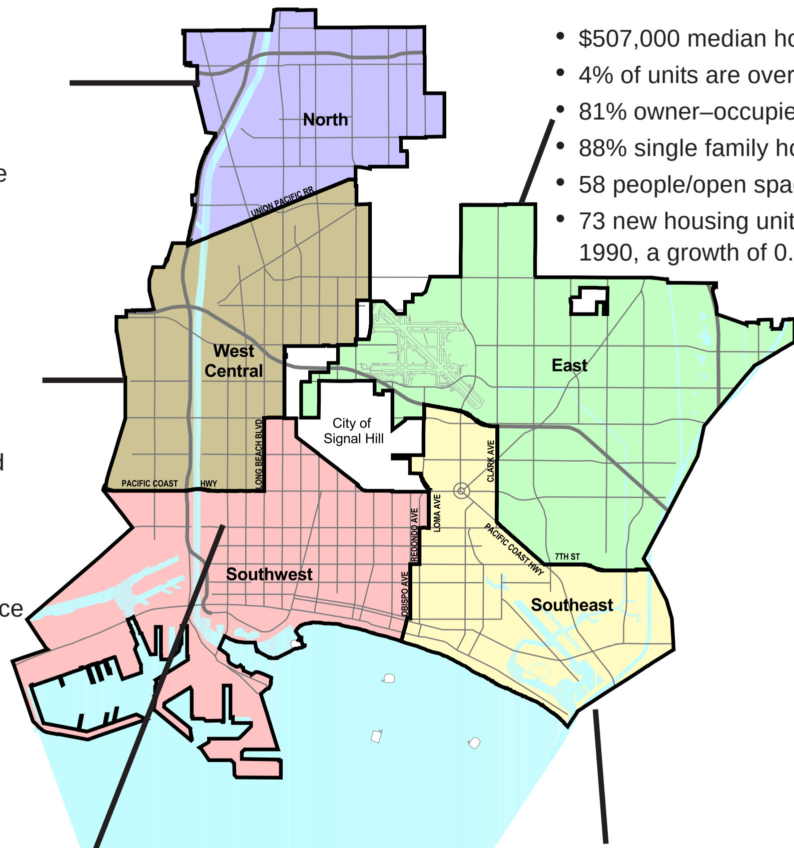
Long Beach's neighborhoods are readily identified by their residential development patterns. The North, West and Southside have more multi–family units, overcrowding within housing units, lower home prices, more renters and fewer parks. The Eastside has more single family homes, very low rates of overcrowding, and higher housing prices. The Southwest has seen the greatest increase in new housing units over the past 14 years.

North Area

- $317,000 median home price
- 35% of units are overcrowded
- 44% owner–occupied
- 58% single family homes
- 1,106 people/open space acre
- 549 new housing units since 1990, a growth of 2.1%

East Area

- $507,000 median home price
- 4% of units are overcrowded
- 81% owner–occupied
- 88% single family homes
- 58 people/open space acre
- 73 new housing units since 1990, a growth of 0.3%



West Central Area

- $393,000 median home price
- 24% of units are overcrowded
- 50% owner–occupied
- 57% single family homes
- 201 people/open space acre
- 1,126 fewer housing units since 1990, a decline of 3.7%

Southwest Area

- $339,000 median home price
- 34% of units are overcrowded
- 18% owner–occupied
- 19% single family homes
- 610 people/open space acre
- 1,469 new housing units since 1990, a growth of 2.6%

Southeast Area

- $633,000 median home price
- 5% of units are overcrowded
- 39% owner–occupied
- 40% single family homes
- 97 people/open space acre
- 315 new housing units since 1990, a growth of 1%

Sources: US Census, 2000; DataQuick Real Estate News, 2004; MJC, 2004

Where do we work?

Competitive Economy

The education & health services, technology & manufacturing, trade, and tourism sectors form the core of our economy. Between 1992 and 2000, the city added a net total of 7,000 jobs. However most of the new jobs were created in the relatively low-paying services (+16,570 jobs) and retail (+5,579 jobs) sectors. Job loss was greatest in well-paying sectors of aerospace/ defense (-16,828 jobs) and government (-2,211 jobs).

- Boeing, Gulf Stream, Verizon, TABC, the Bragg Companies, and Epson make Long Beach an epicenter of technology and manufacturing.
- Long Beach is headquarters to the largest university system in the world, California State University. It is also home to CSU Long Beach and Long Beach Community College.
- The Port of Long Beach is the second busiest container seaport in the United States. It contributes significantly to the competitive strength of Long Beach's trade sector.

Can we bring middle-class jobs back to Long Beach?

Long Beach Employment by Cluster, 2000

	Total	Percent
Educational, health and social services	39,982	21%
Technology, manufacturing	27,248	14%
Trade: wholesale trade, transportation, warehousing, utilities	21,253	11%
Profess., scientific, management, admin., waste management services	20,240	11%
Retail trade	19,445	10%
Tourism: arts, entertainment, recreation, accommodation, food services	16,272	9%
Finance, insurance, real estate, rental,	11,246	6%
Other services	10,192	5%
Construction	9,627	5%
Total Employment	189,487	100%

Source: California Employment Development Department, 2000; MJC, 2004

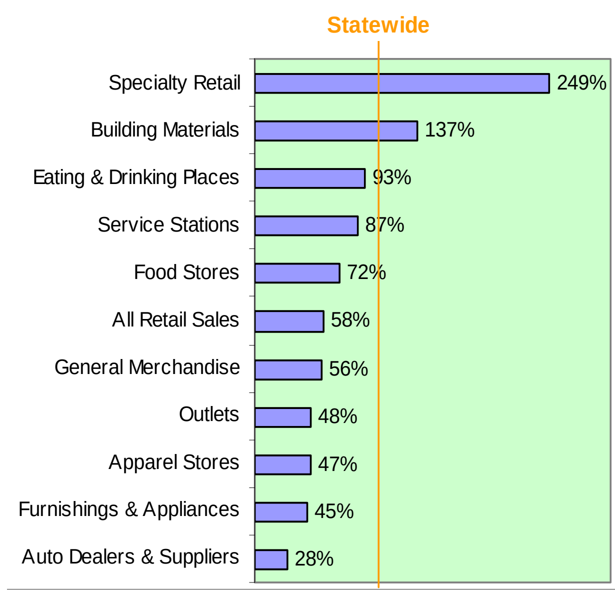
Retail Trade

Some of our retail stores (specialty retail[1], building materials, and eating & drinking places) attract more than their share of total sales per capita when compared to the State average. For example, Long Beach specialty retail stores sell 249 percent more on a per capita basis than specialty retail stores overall in California. At the other extreme, our auto dealers sell only 28 percent of what statewide auto dealer sell on a per capita basis (see table). Overall our stores attract far less (58%) than their fair share of retail sales. Many residents leave town to purchase big ticket items such as cars, home furnishings, appliances, and apparel.

What can we do to keep our shopping at home?
How do our shopping patterns impact the success of our retailers and our City's sales tax revenues?

1. Specialty retail includes: gifts, art goods, novelties, sporting goods, florists, photographic equipment and supplies, musical instruments, stationery and books, jewelry, office, store and school supplies.

Long Beach per Capita Retail Sales as a Percent of Statewide Per Capita Sales



Sources: California EDD, 2000; California Board of Equalization, 2003; Census, 2000; MJC, 2004

Occupations & Pay

Long Beach has experienced a decline in higher-paying jobs, particularly in aerospace and defense, since 1992. Many of these relatively good-paying jobs have been replaced with lower-pay service sector jobs.

One–third of our labor force are managers or professionals, while 27 percent work in sales and clerical positions, 16 percent are in service occupations, 15 percent labor in production occupations, and 8 percent work in maintenance occupations.

Workers per Family

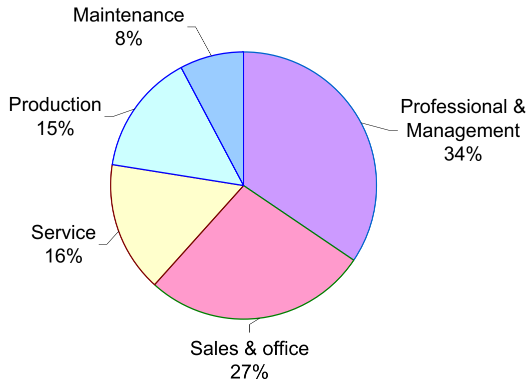
Half of our families had two or more workers in 2000. Fifty two percent of residents age 16 and over work full time.

Unemployment

Long Beach has lower unemployment at 6.5 percent than LA county (7%). However, some neighborhoods have higher rates of unemployment than others.

What are our economic priorities? How can we best express them in land use priorities of the Long Beach Plan?

Occupations



Top 25 Long Beach Employers

Rank and Employer	Total Employees
Education	
1. Long Beach Unified School District	11,096
4. CSU, Long Beach	5,609
7. Long Beach City College	2,000
10. CSU Long Beach Foundation	1,020
20. CSU Chancellors Office	550
Subtotal	***20,275***
Technology & Manufacturing	
2. Boeing	10,500
11. Verizon	1,025
13. Gulfstream Aerospace Corporation	823
14. The Bragg Companies (Cranes)	800
16. Epson America Inc.	650
23. TABC Inc. (Toyota supplier)	500
25. Robertshaw Controls Co.	375
Subtotal	***14,673***
Medical & Health	
5. Long Beach Memorial Medical Center	4,400
6. Veterans Affairs Medical Center	3,000
8. St. Mary Medical Center	1,900
12. Pacific Hospital of Long Beach	868
18. SCAN Health Plan	575
24. Community Hospital of Long Beach	450
Subtotal	***11,193***
Government	
3. City of Long Beach	5,942
9. United State Postal Service	1,900
15. Long Beach Transit	720
Subtotal	***8,562***
Tourism & Retail Trade	
17. Queen Mary Seaport (RMS)	600
19. Target Stores	557
21. Forty Niner Shops	500
22. Hyatt Regency	500
Subtotal	***2,157***

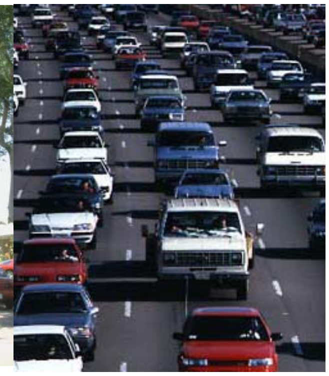
Source: City of Long Beach, 2003; MJC, 2004

Getting around Long Beach

How do we get to work?

One third of us live and work in town, while most of us (60%) commute to work in other cities in the L.A. basin.

- Most of us (76%) drive to work alone, while 11 percent carpool, and a minority take public transportation (7%), bike or walk (3%), or work from home (3%).
- Slightly more than a third of us get to work in less than 20 minutes. Ninety percent of us commute to work in under an hour.



Parking

Several older higher density areas in the city have on-street parking shortages due to parking demand from nearby commercial or beach areas or limited on-site parking. The most parking-impacted neighborhoods are indicated below.

Auto Traffic

Traffic is becoming a problem throughout the U.S., because we are driving more and further. However, some areas of Long Beach are seriously impacted by specific traffic issues:

- Very high traffic volumes (in excess of 50,000 vehicles per day) on Ocean Boulevard, in the Harbor District, Seventh Street near the I–710 and east of PCH, and on PCH south of the traffic Circle.
- Traffic congestion at a variety of locations, including: Santa Fe Avenue, Long Beach Blvd., Atlantic Blvd., Bellflower Blvd., Studebaker Rd., Artesia Blvd., Willow St., PCH, Seventh St., Ocean Blvd.

Parking Impacted Area

Source: General Plan Technical Background Report, 04;

city of longbeach CA

Mass Transit

While only 7 percent of Long Beach residents use mass transit to commute to work, many residents use it for other purposes and many visitors to Long Beach and non-residents working here also use mass transit and thereby reducing congestion on our streets.

Long Beach Transit (LBT) serves more than 25 million boarding passengers per year making it the largest municipally operated transit system in LA County. LBT operates 38 fixed routes and a variety of other transit alternatives.

The **Blue Line** metro rail provides service from downtown Long Beach to downtown LA, the Green line, and the Red line. The Blue Line serves 74,000 passengers per day and 22 million per year, making it the busiest light rail line in the U.S.

The downtown **Transit Mall** brings together Long Beach Transit, the Blue Line, and a bike station.

How can our transit providers better serve your needs?

Long Beach Airport

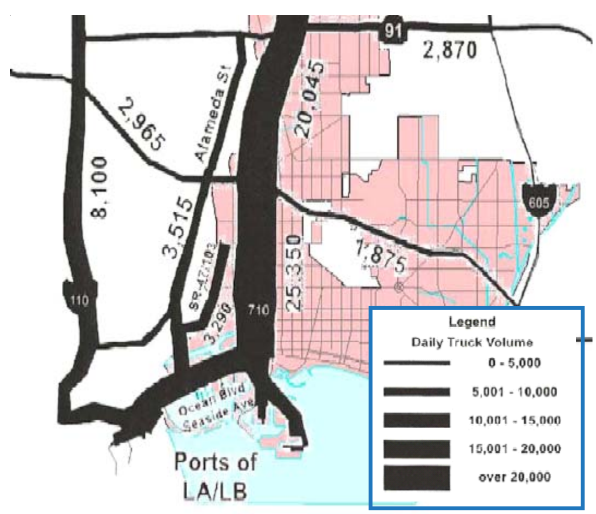
- In 2003, the Airport served 2.9 million travelers.
- The Airport is served by America West, JetBlue, American and Horizon. There are over 200 businesses located on Airport property.

The Port & Trucks

- The container volume at the Port is expected to double by 2010 from 10 million to 20 million containers annually.
- Over 25,000 trucks visit the Port daily to collect and drop cargo. Truck traffic is likely to increase as container volumes double, especially if transportation alternatives are not put in place. Currently, 25 percent of containers are moved via the Alameda corridor rail expressway. Major truck routes include Alamada and the 710 and 110 freeways.

How can Long Beach reduce the negative impacts of airport and port growth while retaining the positive economic benefits?

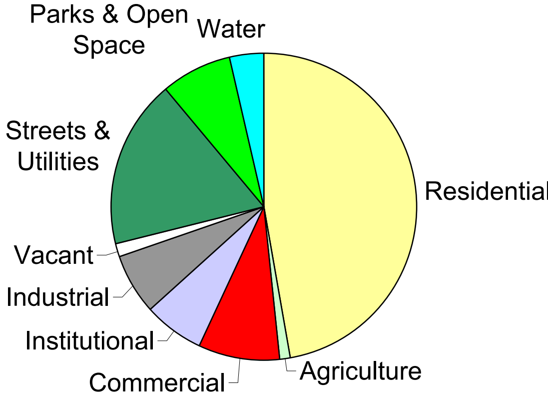
Average Daily Truck Volumes, 2003



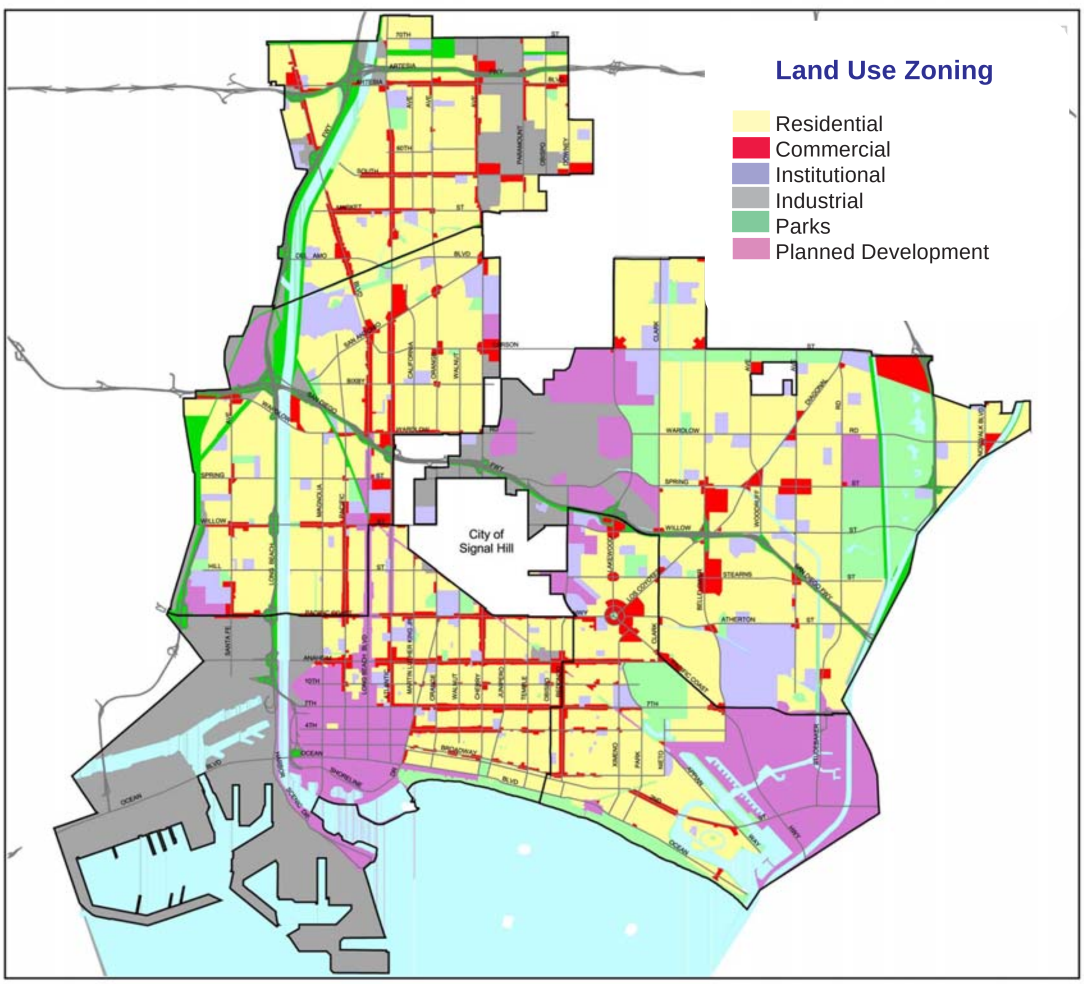
How does land use affect my neighborhood?

Land is one of our most valuable resources. How we plan for and control land use impacts property values, the character of our neighborhoods, our access to housing, jobs, shops, and even our safety.

Long Beach Land Use



Long Beach Land Use



Source: General Plan Technical Background Report, 2004;

Where and how will we develop?

Long Beach is largely a “built out” city. Only two percent of Long Beach’s land is vacant, so most new development will happen in difficult to develop in-fill sites and include re-use of existing buildings.

Recent Development

- Long Beach added 4,711 new residential units between 1990 and 2002. Seventy-five percent of the new units were multi-family and 25 percent were single family.
- Long Beach has added $435 million worth of new non-residential development since 1990 (about $36 million per year). Eighty-five percent of new development was commercial and 15 percent was industrial.

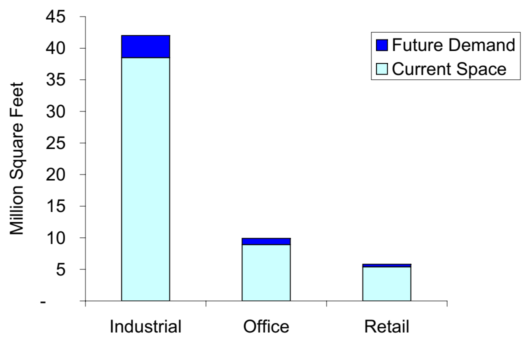
How should we balance our need for housing with our need for jobs?

Long Beach has a strong real estate market. In 2003, industrial vacancy was a very low 4.8%. Commercial vacancy was lower in Long Beach (13%) than in the surrounding market (19%). Housing vacancy was also low at under 5%.

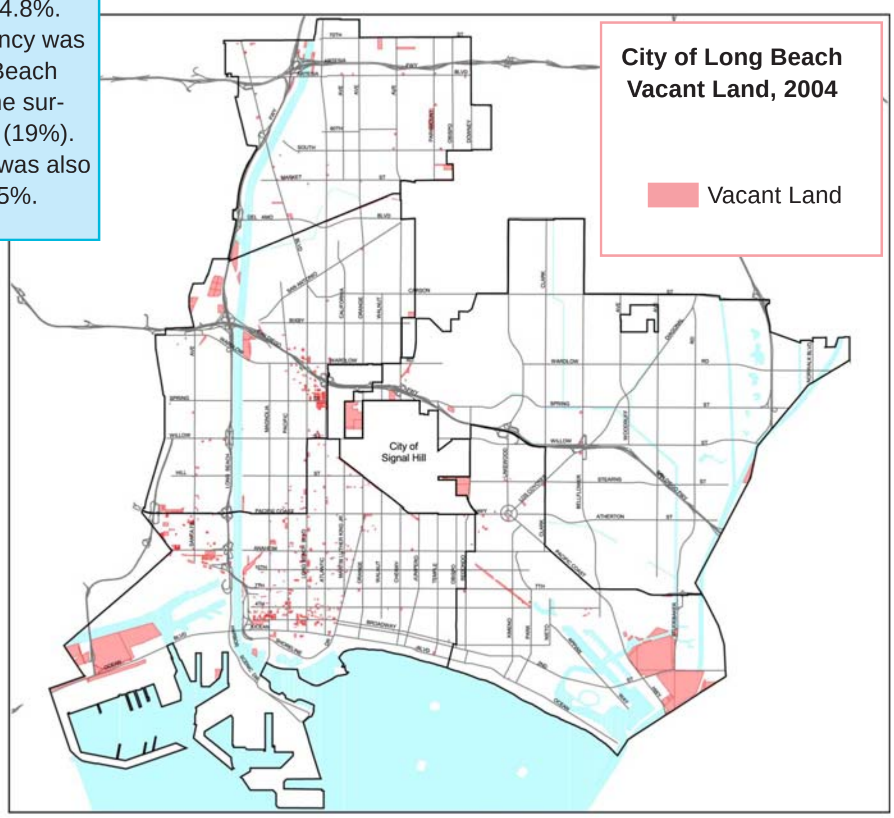
Total Development & Future Demand

- Overall, Long Beach currently has 38 million square feet of industrial development, 5.3 million of retail and 8.9 million of office. See table below.
- There is estimated demand for an additional 1 million square feet of office, 3.5 million of industrial, and 432,000 of retail development through 2010.

Current Industrial, Office, and Retail Space & Future Demand (sq. ft.)



- Through 2010 there is demand for an additional 12,000 housing units in Long Beach, or three times the current rate of construction.



Source: General Plan Technical Background Report, 2004;

What are our land assets and issues?

To date, over 120 Long Beach residents have participated in a series of 20 community meetings. These residents identified the following key issues and assets in Long Beach:

Key Community Assets

Diverse neighborhoods

Diverse economy

Affordable and quality housing

Climate

Central location in the region

Schools and parks

Variety of cultural activities, theaters and arts

Good transportation system

Long Beach Community College

CSU Long Beach

Vibrant downtown

Key Community Issues

Overcrowding in housing and schools

Lack of parks and open space

Lack of recreational facilities for young people

Increasing traffic congestion on certain streets

Lack of parking in certain areas

Gangs, graffiti and prostitution in some areas

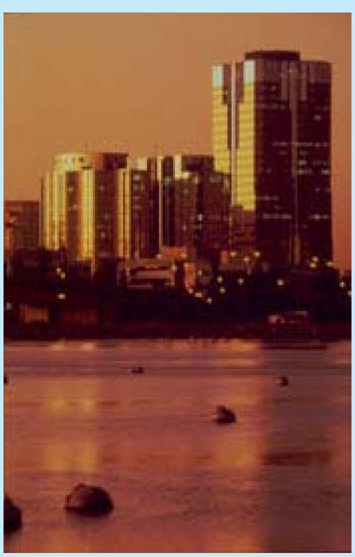
Homelessness

Lack of community services (banks, grocery stores) in certain areas

Blighted housing and blighted commercial buildings in certain areas

Air, noise and water pollution caused by transportation and Port activities

Too many liquor stores and bars in some areas



Source: General Plan Community Cluster Input summary, 2004

Neighborhood Assets

During initial neighborhood meetings, residents emphasized the importance of parks, recreation areas, good shopping, key employers and quality residential design as key assets in our community.

North Area

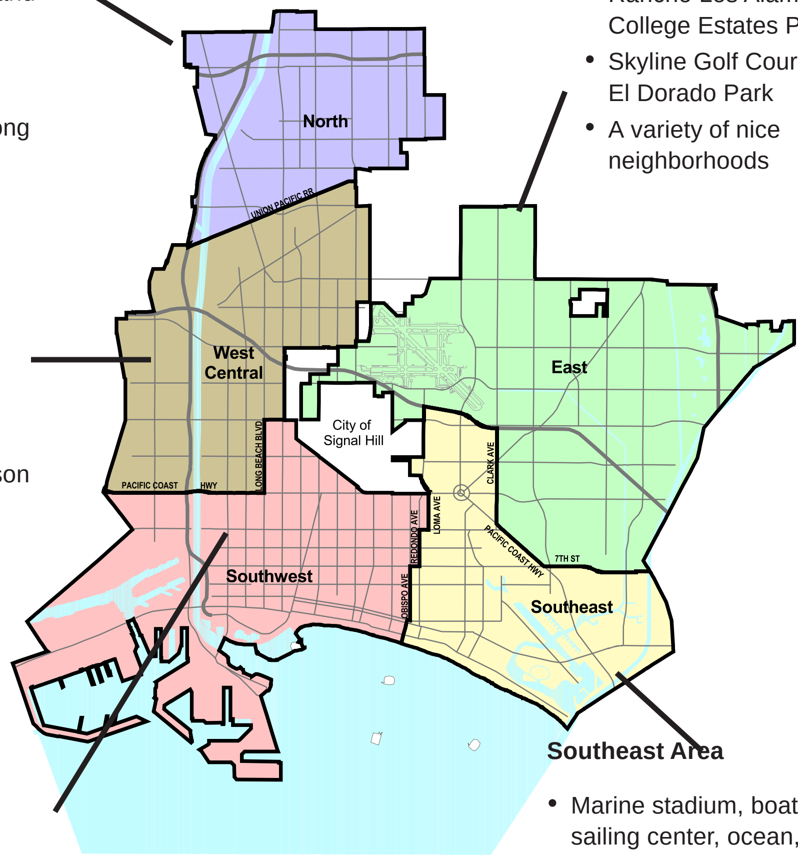
- A variety of stable residential areas
- Major employers like TABC and Bragg
- Well maintained, ethnically diverse neighborhoods
- Good commercial district along Long Beach Blvd.

East Area

- CSU Long Beach
  L.A Gateway, shopping
- Rancho Los Alamitos
  College Estates Park
- Skyline Golf Course
  El Dorado Park
- A variety of nice neighborhoods

West Central Area

- Rancho Los Cerritos
- Bixby Knolls shopping
- CSULB Tech Park
- Cabrillo High School & Hudson Park School
- Silverado Park & Wrigley Neighborhoods



Southwest Area

- Magnolia Industrial Area
- Parks: Drake, Chavez, Lincoln, Bixby, Bluff, Shoreline Aquatic, Rainbow Lagoon, Marina Green
- Shopping: Pine Ave, East Village, City Place, East Broadway
- Port of Long Beach
- New high–end development along Ocean Ave.
- Rose Park Historic Neighborhood

Southeast Area

- Marine stadium, boating and sailing center, ocean, and the pier.
- Los Cerritos Wetlands and bird sanctuary, Marina Vista Park, Stearns Park
- Jewish Community Center, Broadway corridor restaurants, 2nd Street business district

Source: General Plan Community Cluster Input summary, 2004

Neighborhood Concerns

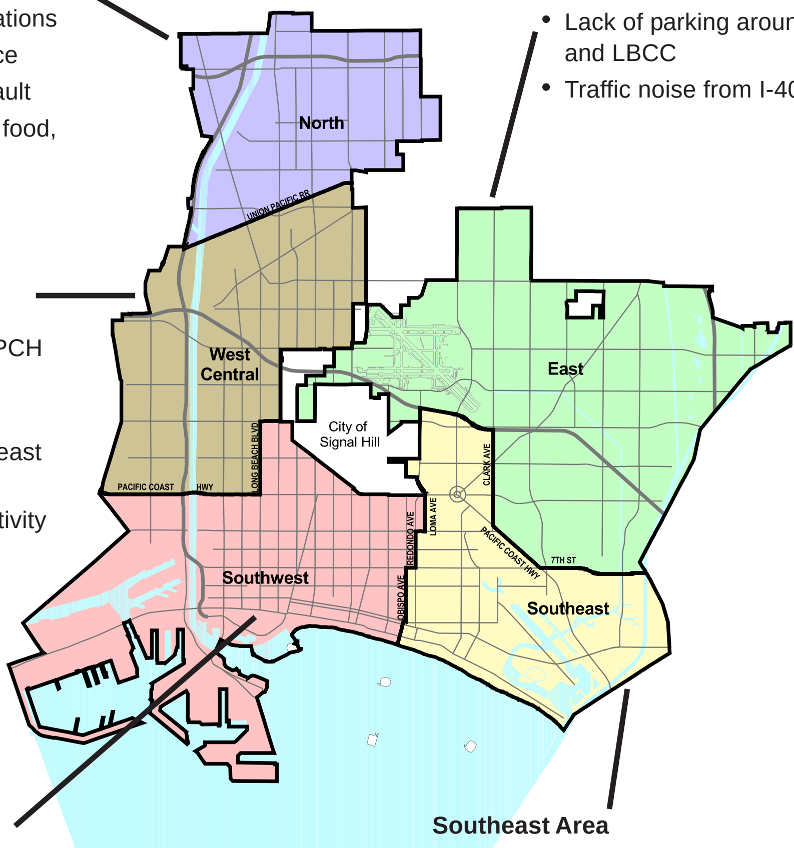
During community meetings, residents from the Westside of Long Beach expressed their concern about gangs, drugs, prostitution, poor property maintenance, too many bars, high density and traffic. Eastside residents were primarily worried about traffic congestion, noise, and parking.

North Area

- Gangs, drugs & graffiti
- Need to redevelop diesel stations
- Lack of property maintenance
- Oil refinery on earthquake fault
- Too many liquor stores, fast food, auto repair in some areas

East Area

- Traffic congestion E. 7th Street
- Lack of parking around CSULB and LBCC
- Traffic noise from I-405



West Central Area

- Gangs & prostitution along PCH
- Traffic congestion at I-405, I-710 interchange
- Illegal trash dumping along east side of LA River
- Too many bars and gang activity west of the LA River
- Density too high in some areas

Southwest Area

- Parking impacted around downtown
- Traffic congestion on 7th, Anaheim, PCH, and Cherry
- Dilapidated housing and homeless near Chavez and Victory Parks
- Traffic and air congestion in Port and on I-710
- Vacant building, vacant lots, prostitution/drugs on PCH and other areas

Southeast Area

- Traffic and crime around the Traffic Circle
- Homeless near the pier
- Traffic congestion on PCH
- Parking shortage on East Broadway and East 2nd St.
- Bay pollution from harbor
- Deteriorated housing in some areas

Source: General Plan Community Cluster Input Summary, 2004

Community Vision

Community members were asked to identify their key goals and vision for the future as part of the general plan update process. Key goals include:

Housing

- Develop more market rate, affordable and senior housing
- Increase homeownership
- Reduce the number of homeless families
- Reduce blight
- Develop more mixed-use and townhome projects
- Mix apartment, single-family and townhomes in the same area
- Consider sustainable building technologies for residential development
- Undertake more code enforcement to improve maintenance of properties
- Provide for higher density development in downtown
- Undertake neighborhood preservation activities

Public Services & Infrastructure

- Improve streets, upgrade streets, consider narrowing some city streets, repair alleys, increase parking in some areas
- Add more street medians, streetlights and better lighting at intersections, add trees & plants to streets
- Install sound walls along busy streets and highways, clean streets
- Improve pedestrian friendliness of streets, increase pedestrian access in retail corridors, widen sidewalks, add more bike paths, add more traffic calming

Community Facilities

- Establish more community, cultural & senior centers
- Provide more after school, youth recreation, teen centers and youth support services and programs
- Establish a recycling center

Neighborhood Character

- Create a more walkable community
- Beautify and clean empty lots, roadways, parks, etc.
- Provide more parks and open space, community gardens, trees, playgrounds, natural preserves, more playing fields, add sculpture and fountains in public areas
- Encourage a creative safe and livable community
- Reduce gang violence and create drug-free areas
- Reduce graffiti and pick-up dumped items
- Underground all transmission and electrical wires
- Provide more community policing and a community police station
- Encourage quality design and architecture
- Reduce air pollution

Commerce & Employment

- Fill empty store fronts with new businesses
- Increase the number of vibrant pedestrian-focused shopping areas
- Attract full service grocery store, drug store, book store, outdoor eateries, coffee shops, banking facilities, apparel retailers, furniture, arts and crafts businesses and office supply
- Reduce the number of bars, liquor stores, and auto repair shops
- Keep a wide variety of businesses
- Support small and local businesses
- Increase the number of jobs
- Provide for quality shopping, less Wal-Mart and Target-like stores
- Establish a business park

What is your vision for Long Beach?

Advance Planning Bureau
City of Long Beach
333 West Ocean Boulevard, 7th Floor
Long Beach, California 90802

How do I get involved?

√ Check out our website which details lots of information, detailed maps, and a meeting schedule. www.longbeach.gov/plan

√ Attend one or more Community or Citywide Long Beach Plan Advisory meetings

√ Send your comments on land use and mobility issues to City Staff.

√ Ask to be notified by email of upcoming community or Citywide meetings on the Long Beach Plan Update

√ Participate in public workshops to get informed, confirm issues, test the vision and land use policy options, and confirm recommendations.

To get involved, contact:

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